

## Message Text

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PAGE 01 GABORO 00795 01 OF 02 171738Z

46

ACTION AF-06

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-03 INR-07

NSAE-00 USIA-06 TRSE-00 XMB-02 OPIC-03 SP-02 CIEP-01

LAB-04 SIL-01 OMB-01 AGR-05 /054 W

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R 171515Z JUN 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6694

INFO AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

USDOC WASHDC

C O N F I D E N T I A L SECTION 1 OF 2 GABORONE 0795

E.O. 11652: GDS

TAGS: AFSP, BC, WZ, LT

SUBJECT: FY-77 COMMERCIAL BUDGET PROPOSAL AND BLS

COMMERCIAL OFFICER POSITION

REF: A. STATE 125009

B. STATE 132397

C. GABORONE 490

D. GABORONE 793, JUNE 17, 1974

E. MASERU 1289, NOV 12, 1974

F. GABORONE A-15

G. GABORONE 616

H. GABORONE 488

I. GABORONE 626

J. GABORONE A-32

K. STATE A-3596

L. MBABANE A-32

DEPARTMENT ALSO PASS OPIC

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PAGE 02 GABORO 00795 01 OF 02 171738Z

1. PER REQUEST PARA 1 REF A, WE ESTIMATE RESOURCES REQUIRED TO EXECUTE COMMERCIAL PROGRAM FOR FY-77 AS ONE COMMERCIAL OFFICER (FSO-5 TO SERVE ALL THREE BLS STATES) PLUS DOLS 2500. EMBASSY IS PREPARING VOLUNTARY COMMERCIAL ACTION PROGRAM WHICH WILL DESCRIBE GREATLY EXPANDED COMMERCIAL ACTIVITIES OF THIS POST TO MEET NEW REQUIREMENTS AND OPPORTUNITIES. PARAS 2-5 ARE SUMMARY OF VULUNTARY CAP.

2. EMBASSY COMMERCIAL OBJECTIVES: THE EMBASSY HAS SET THE FOLLOWING COMMERCIAL OBJECTIVES FOR FY-76 AND 77:

- A. INCREASE AWARENESS OF BOTSWANA WITHIN THE U.S. BUSINESS COMMUNITY.
- B. PROMOTE CONTACTS BETWEEN U.S. BUSINESSMEN AND APPROPRIATE GOB OFFICIALS AND PRIVATE SECTOR FIRMS.
- C. INCREASE U.S. EXPORTS TO BOTSWANA BY AT LEAST 100 PERCENT.
- D. PROMOTE NEW U.S. INVESTMENT IN BOTSWANA OF AT LEAST DOLS 100 MILLION.

3. STAFF: TO ACCOMPLISH THESE COMMERCIAL OBJECTIVES, THE EMBASSY HAS THE FOLLOWING STAFF:

- A. THE AMBASSADOR: HE IS ALSO ACCREDITED TO LESOTHO AND SWAZILAND AND HAS RESPONSIBILITY FOR OVERSEEING THE TOTAL OPERATIONS OF ALL THREE EMBASSIES.
- B. THE DC.: HE HAS RESPONSIBILITY FOR ASSISTING DAY-TO-DAY SUPERVISION OF THE EMBASSY GABORONE AND ITS STAFF. THE DCM, WHO BECOMES CHARGE' DURING THE AMBASSADOR'S ABSENCES, HAS POLITICAL, ECONOMIC, CU AND USIS RESPONSIBILITIES, ADMIN MONITORING DUTIES AND SERVES AS BACKUP CONSULAR OFFICER.
- C. INTERNATIONAL RELATIONS OFFICER: HE IS THE CONSULAR OFFICER AND HAS PRIMARLY RESPONSIBILITY FOR INTERNAL POLITICAL AND ECON/COMMERCIAL WORK. IN ADDITION TO THE EVER- INCREASING CONSULAR AND ECON/COMMERCIAL WORKLOAD HERE, THE EMBASSY HAS CONSULAR, POLITICAL AND ECONOMIC REPORTING DUTIES REGARDING RHODESIA. WITH THE SITUATION IN SOUTHERN AFRICA INCREASING IN INTENSITY, THE LOAD HAS BEEN INCREASING SIGNIFICANTLY.

4. MAJOR EMBASSY PROJECTS: IN ORDER TO ACCOMPLISH ITS COMMERCIAL OBJECTIVES, THE EMBASSY PLANS TO INITIATE OR DEVOTE ADDITIONAL RESOURCES TO THE FOLLOWING PROJECTS:

- A. ESTABLISH EMBASSY TRADE PROMOTION COMMITTEE.
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PAGE 03 GABORO 00795 01 OF 02 171738Z

- B. UNDERTAKING ADDITIONAL MARKET ANALYSIS AND HOSTING USDOC TRADE MISSIONS (SUCH AS AVIATION MISSION WHICH WILL ARRIVE AUGUST 1975).
- C. HOSTING USDOC CATALOG SHOWS, TECHNICAL SALES SEMINARS, ETC. TO COMPLEMENT TRADE MISSIONS.
- D. PARTICIPATION IN THE ANNUAL BOTSWANA NATIONAL TRADE FAIR IN GABORONE.
- E. ESTABLISH AND DISTRIBUTE BOTSWANA COMMERCIAL NEWSLETTER.

F. VISIT ALL MAJOR BUSINESS ENTERPRISES IN BOTSWANA TO EXPLAIN U.S. PRODUCTS, ETC.

G. EXPAND EMBASSY COMMERCIAL LIBRARY.

H. GREATLY INCREASED REPORTING AND SECTORAL ANALYSIS OF FIVE-YEAR PLAN, BUDGET AND FISCAL OPERATIONS, SPOT DEVELOPMENTS TO IDENTIFY ADDITIONAL SALES AND INVESTMENT OPPORTUNITIES.

I. FOLLOW UP ON OPIC AND COMMERCE EFFORTS TO PROMOTE U.S. INVESTMENT IN BOTSWANA.

J. UPDATE AND PREPARE NEW WTDR'S.

K. ENCOURAGE THE GOB TO INCREASE ITS INVESTMENT PROMOTION IN U.S. AND IMPROVE INVESTMENT CLIMATE.

L. COOPERATE WITH EMBASSY NAIROBI ON COMMERCIAL INFORMATION CLEARING HOURS.

M. INCREASE EFFORTS TOWARD MONITORING INCREASING AFRICAN REGIONAL COOPERATION.

N. DEVOTE MORE RESOURCES TO SEEKING OUT AND PROMPTLY REPORTING GOB TENDER OFFERINGS IN WHICH U.S. FIRMS CAN PARTICIPATE.

O. ENCOURAGE MAJOR U.S. FIRMS IN SOUTH AFRICA TO CONSIDER THE ADVANTAGES OF OPERATING IN BOTSWANA.

P. PROGRAM IV GRANTS TO KEY GOB OFFICIALS RESPONSIBLE FOR INVESTMENT AND TRADE PROMOTION.

Q. ENCOURAGE BOTSWANA BUSINESSMEN TO ATTEND U.S. TRADE EXHIBITS AND OTHER USG-SPONSORED TRADE EVENTS IN NEIGHBORING COUNTRIES.

R. OBTAIN AND DISTRIBUTE CATALOGS FROM U.S. TRADE MISSIONS ELSEWHERE IN AFRICA AND OTHER AREAS OF THE WORLD.

S. ENCOURAGE BOTSWANA BUSINESSMEN TO VISIT THE U.S.

T. HOLD QUARTERLY RECEPTIONS TO FURTHER EMBASSY CONTACTS WITH THE BOTSWANA BUSINESS COMMUNITY.

U. PROCURE AND UTILIZE CORPORATE AND USG TRADE PROMOTION FILMS, VTR'S ETC.

V. ATTEND REGIONAL CONFERENCES OF ECON/COMMERCIAL OFFICERS, SUCH AS ONE TO BE HELD IN NAIROBI, NOVEMBER 1975.

W. GIVE TALKS ON EMBASSY COMMERCIAL SERVICES TO GROUPS SUCH

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PAGE 04 GABORO 00795 01 OF 02 171738Z

AS ROTARY, BOTSWANA EMPLOYERS ASSOCIATION, CHAMBER OF COMMERCE.

X. ATTEMPT TO OBTAIN ADDITIONAL COMMERCIAL LOCAL POSITION.

Y. UPGRADE TRAINING OF CURRENT COMMERCIAL LOCAL AND NEW COMMERCIAL LOCAL WHEN HIRED.

5. MAJOR BLS GOVERNMENTAL PROJECTS WITH DIRECT U.S. EXPORT POTENTIAL: THE GOVERNMENTS OF BOTSWANA, LESOTHO AND SWAZILAND ARE PLANNING OR WORKING ON INFRASTRUCTURE PROJECTS WORTH HUNDREDS OF MILLIONS OF DOLLARS OVER THE NEXT SEVERAL YEARS. THE BLS EMBASSIES WILL ATTEMPT TO MONITOR THE PROGRESS OF THESE PROJECTS AND PROVIDE TIMELY REPORTING ON OPPORTUNITIES FOR U.S. EXPORTS IN CONNECTION WITH THESE PROJECTS WHICH INCLUDE:

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PAGE 01 GABORO 00795 02 OF 02 171758Z

46

ACTION AF-06

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-03 INR-07

NSAE-00 USIA-06 TRSE-00 XMB-02 OPIC-03 SP-02 CIEP-01

LAB-04 SIL-01 OMB-01 AGR-05 /054 W

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R 171600Z JUN 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6695

INFO AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

USDOC WASHDC

C O N F I D E N T I A L SECTION 2 OF 2 GABORONE 0795

A. BOTSWANA: ANALYSIS OF THE 1973-78 NATIONAL DEVELOPMENT PLAN IDENTIFIES OVER \$200 MILLION IN PROJECTS, MOST OF WHICH HAVE NOT BEEN COMPLETED. THESE INCLUDE:  
MINERALS - \$150 MILLION (INCLUDES DEVELOPMENT OF RAIL LINES, NEW TOWNS, MINES, PROCESSING PLANTS)  
PUBLIC WORKS - \$40 MILLION (SOME PROJECTS UNDER WAY)  
AGRICULTURE - \$10 MILLION  
RAILROADS - AT LEAST \$5-10 MILLION (DETAILS OF FUTURE TAKEOVER NOT YET KNOWN; LOCOMOTIVES, ROLLING STOCK, OTHER EQUIPMENT WILL BE NEEDED)

OTHER PROJECTS - AT LEAST \$20 MILLION

B. SWAZILAND: REF L IDENTIFIES \$26.5 MILLION IN MAJOR DEVELOPMENT PROJECTS FOR FY-75/76 ALONE. THESE INCLUDE:  
INDUSTRIAL DEVELOPMENT - \$5 MILLION  
ROADS - \$9.5 MILLION  
AGRICULTURAL DEVELOPMENT - \$7 MILLION  
WATER AND SEWER PROJECT - \$3.5 MILLION  
OTHER PROJECTS UNDER DISCUSSION INCLUDE:  
SUGAR DEVELOPMENT - \$100 MILLION  
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PAGE 02 GABORO 00795 02 OF 02 171758Z

INTERNATIONAL AIRPORT - \$25 MILLION  
LUXURY HOTEL - SEVERAL MILLION DOLLARS  
THERMAL POWER PROJECT - TENS OF MILLIONS OF DOLLARS  
STARTING NATIONAL AIRLINE - SEVERAL MILLION DOLLARS

C. LESOTHO: GOL HAS EXPRESSED DESIRE EXPAND TRADE AND INVESTMENT WITH THE U.S. AS PARTLY REFLECTED IN REQUEST FOR TOP-FLIGHT AMERICAN MANAGER OF LNDC. AMERICAN CONCERNS ARE ALREADY INVOLVED IN OIL EXPLORATION AND ARE CONSIDERING INVESTMENT IN ADDITIONAL TOURIST FACILITIES. ADDITIONAL TRADE AND INVESTMENT OPPORTUNITIES INCLUDE WOOL PROCESSING AND MARKETING, FOOD PROCESSING, AIRPORT DEVELOPMENT AND SUPPLYING AIRCRAFT TO THE PROPOSED NATIONAL AIRLINE.

6. INCREASED OPIC AND COMMERCE EFFORTS: IN ADDITION TO IMPLEMENTING BLS PROGRAM OBJECTIVES, WE ANTICIPATE INCREASED INQUIRIES AND CONTACTS FROM U.S. BASED BUSINESS AS A RESULT OF INTENSIVE EFFORTS OF OPIC AND COMMERCE TO INTEREST MAJOR FIRMS IN BLS STATES. EARLY THIS YEAR, OPIC CONTACTED TOP OFFICIAL SOF OVER 200 MAJOR U.S. CORPORATIONS AND 50 BANKS. OPIC CONSULTANT TRAVELLED TO BOTSWANA IN MAY AND IDENTIFIED NUMEROUS PROJECTS NEEDING FOLLOW-UP (REFS G AND H). SINCE HIS RETURN TO U.S., HE HAS BEEN IN CONTACT WITH ADDITIONAL CORPORATIONS. COMMERCE IS CONSTANTLY LOOKING FOR EXPORT OPPORTUNITIES (REF K) WHICH REQUIRE TIME FOR FOLLOW-UP. BLS EMBASSIES THEMSELVES GENERATE EXPORT OPPORTUNITIES (REFS I AND J) WHICH TAKE TIME TO REPORT AND FOLLOW UP SHOULD USDOC RECEIVE EXPRESSIONS OF INTEREST FROM U.S. BUSINESSES.

7. JOHANNESBURG SUPPORT AND CONTRACT FUNDS: THE EMBASSY APPRECIATES COMMERCIAL SUPPORT GIVEN BLS STATES BY CONGEN JOHANNESBURG. TWO ONE-WEEK VISIT BY COMMERCIAL OFFICER TO EACH BLS EMBASSY AS PROPOSED IN REF B WOULD BE WELCOME. HOWEVER, EVEN WITH CONGEN'S FINE STAFF, IT WOULD BE DIFFICULT FOR TDY OFFICER TO BECOME ACQUAINTED WITH ISSUES AND MAKE SIGNIFICANT CONTRIBUTION TOWARD BOTSWANA CAP AND INCLUSION OF U.S. EXPORTS IN BLS INFRASTRUCTURE PROJECTS DURING STAYS AMOUNTING TO 1/26TH MAN-YEAR AT EACH POST. AS FOR POSSIBLE CONTRACT FUNDS MENTIONED PARA 3 OF REF A, IT WOULD BE VERY DIFFICULT TO FIND CAPABLE, PART-TIME LOCAL PERSON FOR CONTRACT HIRE. MANPOWER IS A MAJOR CONSTRAINT HERE IN EVERY FIELD AND CAPABLE PEOPLE ARE CONFIDENTIAL

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PAGE 03 GABORO 00795 02 OF 02 171758Z

INVARIABLY EMPLOYED FULL-TIME, MOSTLY BY GOB. WE ARE STILL LOOKING FOR FULL-TIME LOCAL EMPLOYEE TO RUN USIS LIBRARY. EVEN WITH SALARY COMPARABLE TO GOVERNMENT, WE HAVE BEEN UNABLE TO LOCATE QUALIFIED EMPLOYEE.

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8. RATIONAL FOR BLS COMMERCIAL OFFICER: PARA 2 OF REF A ASKED FOR NARRATIVE, WORKLOAD STATISTICS, AND U.S. EXPORTS EXPECTED IN JUSTIFYING REQUEST FOR COMMERCIAL POSITION. WHILE THE EMBASSY VIEWS PARAS 2-5 OF THIS CALBE AS AMPLE JUSTIFICATION, ESPECIALLY IN TERMS OF MAGNITUDE OF POTENTIAL EXPORTS AND SIZE OF BLS STAFF TO MONITOR THESE PROJECTS, WE POINT TO OTHER FORCEFUL JUSTIFICATIONS IN REFS C, D AND E. REF F PRESENTS NOT ONLY ECONOMIC BUT IMPORTANT REGIONAL POLITICAL IMPLICATIONS OF ASSISTING BOTSWANA'S ECONOMIC GROWTH AND DEVELOPMENT (SEE ESPECIALLY PAGES 4-5 AND 11-17 OF ATTACHMENT II OF PARA). IN THIS REGARD, THE ASSIGNMENT OF A COMMERCIAL OFFICER RESPONSIBLE FOR THE THREE COUNTRIES WOULD BE QUICKLY NOTED BY EACH GOVERNMENT AS A SIGNAL OF OUR SUPPORT FOR THEIR EFFORTS TO IMPROVE THEIR ECONOMIC STATUS AND HENCE OF OUR SUPPORT FOR MULTIRACIAL STATES IN SOUTHERN AFRICA. BOTSWANA'S ABILITY TO SERVE AS A MODEL OF A PEACEFUL, NON-RACIAL, MULTI-PARTY, PRIVATE ENTERPRISE, WESTERN-ORIENTED NATION DESERVES FULLEST U.S. SUPPORT IN CONTEXT OF OUR SOUTHERN AFRICAN POLICY. IN ADDITION, THE IMPORTANT PART THAT BOTSWANA'S PRESIDENT, SIR SERETSE KHAMA, IS PLAYING IN REGIONAL DEVELOPMENT, THE EMBASSY'S RESPONSIBILITIES RE RHODESIA AS MENTIONED ABOVE, AND THE GENERAL HEATING-UP OF THE REGIONAL SITUATION, GREATLY INCREASE THE NEED FOR TIMELY, incisive POLITICAL REPORTING FOR THIS POST. MASERU AND MBABANE ARE ALSO REQUIRED TO EXPAND POLITICAL REPORTING, PARTICULARLY IN VIEW RAPIDLY UNFOLDING EVENTS IN SOUTHER AFRICA. WE FEEL THAT THIS EFFECTIVELY MEETS THE ARGUMENT ADVANCED IN SOME QUARTERS THAT THE AMOUNT OF POLICAL REPORTING TO BE DONE IN THE BLS COUNTRIES IS NOT SO GREAT AS TO AFFECT ECON/COMMERCIAL WORK.

WITH THE SIZE OF THE STAFF IN BLS EMBASSIES, SOME ASPECTS OF POLITICAL OR ECON/COMMERCIAL WORK MUST SUFFER GIVEN EXPANDING REQUIREMENTS AND INCREASED PROGRAMS AND EXPORT OPPORTUNITIES OUTLINED IN THIS MESSAGE.

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PAGE 04 GABORO 00795 02 OF 02 171758Z

9. WE BELIEVE COMMERCE AND OPIC WOULD SUPPORT OUR REQUEST FOR COMMERCIAL OFFICER AS ESSENTIAL TO ENHANCE U.S. TRADE AND INVESTMENT PROGRAMS IN BLS COUNTRY. WE ALSO REFER TO THE MOST RECENT POST INSPECTION REPORT IN WHICH WE WERE SUPPORTED IN THIS REQUEST, AND TO THE POST'S COMMENTS ON THE INSPECTOR'S RECOMMENDATIONS.

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## Message Attributes

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